

CONTRACT



WTKR-TV
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www.wtkr.com

nd:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

Contract / Revision 586428 /		Alt Order # 07915290
Product FALL 2012		
Contract Dates 10/29/12 - 11/05/12		Estimate # 137/490/3474
Advertiser National Rifle Association		Original Date / Revision 10/26/12 / 10/26/12
Billing Cycle EOM/EDC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 137	Product Code 490
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	10/29/12	11/04/12	Late Night with David Letterman	1135pm-1237am		:30			NM	5	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$690.00			
E 2	3	11/05/12	11/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$690.00			
E 3	3	10/29/12	11/04/12	Late Late Show w/Craig Ferguson	1237-139am		:30			NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$220.00			
E 4	3	11/05/12	11/05/12	Late Late Show w/Craig Ferguson	1237-139am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$220.00			
E 5	3	11/03/12	11/03/12	Redskins Overnight	1135-1235xm		:30			NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$180.00			
E 7	3	11/04/12	11/04/12	NFL Football	4-8pm		:30			NM	1	\$11,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$11,750.00			
N 8	3	10/30/12	11/02/12	Late Fringe The Insider	137-207xm		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$125.00			
Totals											19	\$18,070.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	19	\$18,070.00	\$15,359.50
Totals	19	\$18,070.00	\$15,359.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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